



KidsPort

“Your most trusted child logistics community marketplace”

AGENDA

- What and Why KidsPort
- Safety – Our Job #1
- Competition – Why we are better
- Our Go to Market Plan – how we will win!
- Opportunity & Business Plan

Why KidsPort?

- ✕ *Parents & children are* **Busier Than Ever**
- ✕ **Struggling To Manage Logistics** *for our kid*
- ✕ **Strain on Relationships** *with friends & family*
- ✕ *Uber, Taxis, or Buses are just* **Out of the Question**

Imagine being able to **fulfill logistics for your children in a stress-free, fast, and trusted way....all at your fingertips...**

A black and white illustration of a UFO hovering in a starry night sky. A bright beam of light descends from the UFO, lifting a person from a grassy field. The person is shown in two positions: one being lifted and another further up the beam. The Earth's moon is visible in the upper right corner.

BEAM ME UP,
KidsPort !

Customer Value Proposition

Trusted community support to transport kids



Tap the App, Get a ride to port your kids

Parents can request a ride for kids activities, classes, etc



Make extra income

Parents and trusted guardians can sign up as drivers to help other parents to help with their kids' logistics , with no haggling



Community of connect parents and children

Community platform that allows parents to form Trusted Groups to fulfill services for each other's children through a simple no pressure, stress-free, no haggling platform.



Kids in Trusted Hands

Kids untethered to explore their dreams, with safety, and with their friends!



KidsPort Customer Flow

1

Customer Sign-Up

Simple Sign-Up for Parents, including contract details, address, children, school

2

Form Trusted Groups

Support Trusted Group(s) creation, search and select existing Groups, and Trusted Group Entry Acceptance

3

Driver Sign-Up & Verification

Customer driver registration, background check, driver safety check, insurance liability check, then accept T&Cs.

4

Request a Job

Select type of job and required job details

5

Job Pricing Engine

State of the art pricing engine based on travel time, traffic, and time of day.

6

Accept a Job

Driver acceptance from interactive driver dashboard with predictive preferences based on locale

7

Journey Tracking

Real-time map tracking of pick-up route, pick-up confirmation, journey route, and drop off confirmation

8

Post Journey Closure

Automated performance ratings, customer survey, driver survey, and payment processing

Child Safety



Circle of Trust

- Community of Parents / Verified Neighbors

Parent Driver Verification

- Background checks
- Proof of vehicle insurance
- Proof of Registration
- TB test/Fingerprinting
- Survey based reputation tracking
- Potentially spin off as a service

Child pick-up /drop logistics

- Notifications during the pick up / drop process
- Secret code/QR based authentication

Ride tracking

- Real time ride tracking via app
- Potentially combine with Tile/GPS tracking for Kid safety

Competitive Analysis

KidsPort



- *20% less cost*
- *24/7 Services*
- *No location constraints*
- *Trusted community*



Direct Competition



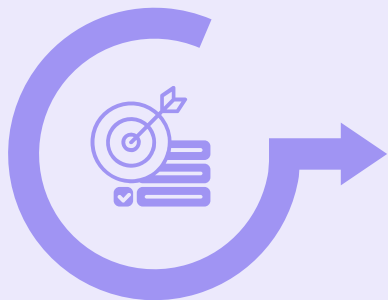
- *Average Price > \$15/ride*
- *Limited Hours*
- *Fewer Service Locations*

Indirect competition

Private Chaperone, Nanny

- *Higher Cost*
- *Limited Hours*
- *Location specific*
- *Extended Services*

Go-To Market Plan



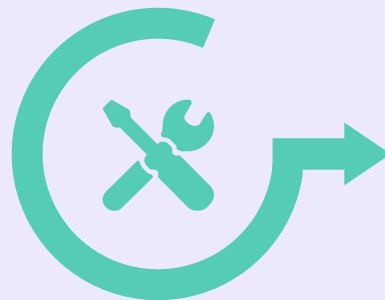
Target Market

- ✓ Parents who look for [trustworthy transportation](#) for kids.
- ✓ House hold, Teacher, extended adults as service provider



Initial Market Positioning

- ✓ [Build exclusive groups](#) to be joined by invitation only, based on community platform.
- ✓ [Set smallest viable market](#) (e.g mid-class, dual income household) and select a couple of group [for pilot operation](#).



Market Penetration Strategy

- ✓ Approach [PTA/HOA leaders with storytelling of concern-free](#) kids care and encourage [social community build-up](#).
- ✓ [Invite influencers in PTA/HOA to the pilot operation](#) and promote to go viral



Launch Team/Business

- ✓ Develop a [matching system in residence location base](#).
- ✓ Build service provider [background verification](#) system.
- ✓ Establish [customer feedback monitoring system](#) and continue to enhance the overall system

Market Opportunity

● Total Addressable Market

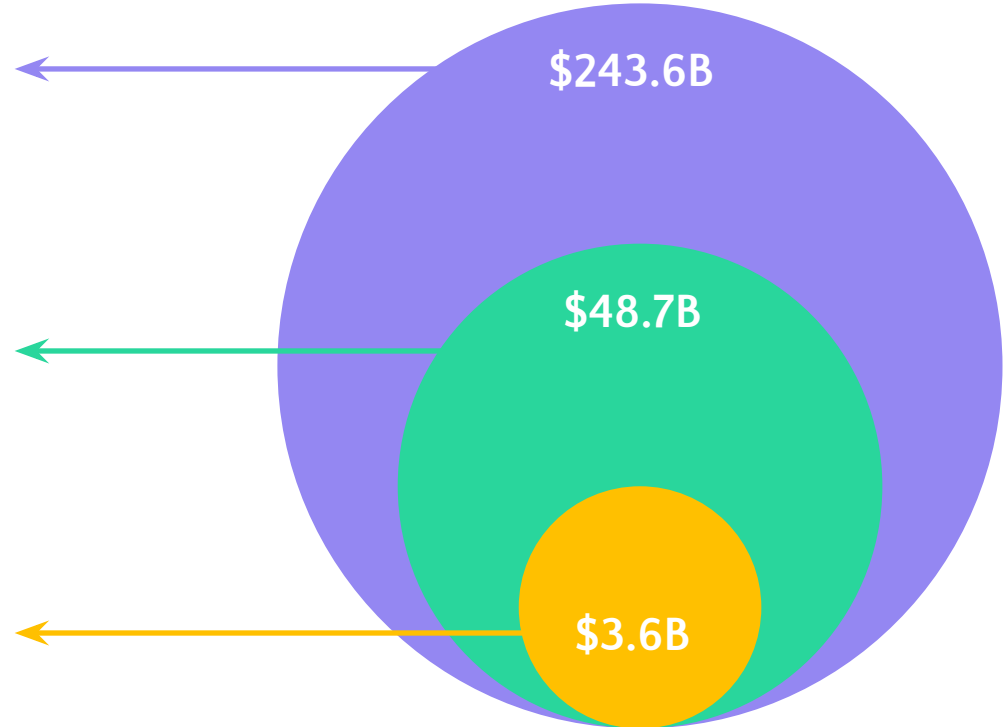
- Total kids (PK-12) in US → 56.4M
- Kids with extracurricular activities → 33.84M
- Assuming \$12 per ride, 2 rides a day for 300 days a year

● Service Available Market

- Assuming 1 in 5 kids will opt into KidsPort
- Total kids → 6.78M

● Serviceable Obtainable Market

- Targeting for 1M kids, 1 ride/day → \$3.6 BN



KidsPort Milestones

Year #1



Revenue:
\$0.12M

- ✓ App v1 for iOS and Android
- ✓ Initial "Circle of Trust" ver.
- ✓ Driver background check
- ✓ Initial cloud platform

Year #2



Revenue:
\$4.8M

- ✓ Robust pricing model
- ✓ Enhanced driver security check
- ✓ Cloud platform v2

Year #3



Revenue:
\$36M

- ✓ Data collection infrastructure
- ✓ DS/ML based data analytics
- ✓ Ride prediction/anticipation
- ✓ Cloud platform v3

Year #4



Revenue:
\$720M

- ✓ Advanced pricing model
- ✓ Infrastructure scaling
- ✓ Cloud platform v4
- ✓ Enhancements (rideshare, etc.)

Year #5



Revenue:
\$3.6B

- ✓ Global expansion
- ✓ International child safety laws
- ✓ International data compliance (GDPR)

KidsPort 5-year Projections

KidsPort Projections	Y1 (\$)	Y2 (\$)	Y3 (\$)	Y4 (\$)	Y5 (\$)
# of active kids in KidsPort	100	2,000	10,000	200,000	1,000,000
# of rides per kid	100	200	300	300	300
# of total rides	10,000	400,000	3,000,000	60,000,000	300,000,000
REVENUE	\$ 120,000.00	\$ 4,800,000.00	\$ 36,000,000.00	\$ 720,000,000.00	\$ 3,600,000,000.00
COGS	\$ 90,000.00	\$ 3,600,000.00	\$ 27,000,000.00	\$ 540,000,000.00	\$ 2,700,000,000.00
GROSS PROFIT	\$ 30,000.00	\$ 1,200,000.00	\$ 9,000,000.00	\$ 180,000,000.00	\$ 900,000,000.00
FIXED COSTS	\$ 1,800,000.00	\$ 3,830,000.00	\$ 6,266,000.00	\$ 9,309,200.00	\$ 13,361,040.00
NET PROFIT	\$ (1,770,000.00)	\$ (2,630,000.00)	\$ 2,734,000.00	\$ 170,690,800.00	\$ 886,638,960.00

MEET OUR TEAM



Joel Bird

CEO



Ram Keralapura

CFO



Ravi Tata

COO



**Parthasarathy
Kothandaraman**

CPO



Myung Joon Son

CMO



Ranjith Mandala

CTO



Uma Ramanan

CSO

KidsPort Investment Request

Seed Funding of 500K for 6 months

Thank you

